



Mid-Region Council of Governments of New Mexico

NEWS RELEASE

Workshop matches up local Growers with local Restaurants

“Buy Local” trend a growing movement among area producers and eateries

(Albuquerque, April 19, 2007) - A workshop aimed at providing local agricultural producers with the tools to improve marketing and make better connections with local restaurants, is attracting folks on both sides of the table. The Mid-Region Council of Governments (MRCOG), through its Agribusiness Collaborative, has identified a trend that supports the purchase of local foods at area restaurants.

“The overwhelming response by the restaurant community and the agricultural producers tells us that we’ve hit on something important”, says Lawrence Rael, Executive Director for the Mid-Region Council of Governments. “The chefs want to use local products but don’t know who’s out there, and the farmers want to grow crops that have a sure market. It seems like the perfect opportunity to preserve local agriculture by supporting a system whereby products grown or produced in our community are sold and consumed here”, added Rael.

Those attending the half-day workshop will get tips on how to access Albuquerque’s locally-owned restaurants. They’ll also hear advice from chefs, buyers and those already selling to the restaurants on the best ways for local growers to get their foot in the door.

Farm to Restaurant Workshop

Monday, April 23rd

1:00 - 4:30p.m.

Mid-Region Council of Governments Boardroom

809 Copper Ave. NW

(Big white house at corner of 8th & Copper Downtown)

“More and more household income is spent dining out, consumers are becoming more knowledgeable about their food choices, and awareness of the importance of “buying local” is increasing”, says Don Leonard, MRCOG Board Chairman. “This workshop is a step toward developing a much-needed directory of local products for those suppliers and restaurants interested in getting connected”, says Leonard.

More than 60 local producers - everyone from wheat grass growers to buffalo meat processors – will be attending the workshop. 13 Locally-owned restaurants will attend including:

Zinc Wine Bar & Bistro
Ambrosia Café & Wine Bar
Gold Street Caffé
The Grove Café & Market
Le Café Miche
La Crepe Michel
Flying Star

Scalo Northern Italian Grill
Vivace
Artichoke Café
La Provence
Savoy Bar and Grill
Seasons Rotisserie and Grill

The Farm to Restaurant Workshop is being supported by the New Mexico Department of Agriculture’s Specialty Crops Program.

Contacts: Augusta Meyers, MRCOG Communications Manager, 239-8612
Ann Simon at asimon@mrcog-nm.gov or call 724-3617 to register.

